

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

--	--	--	--	--	--	--	--	--	--

# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2017/2018

### BMR2104 – MARKET PLANNING AND MANAGEMENT

(All sections / Groups)

15<sup>th</sup> MARCH 2018

2:30p.m – 4:30p.m

(2 Hours)

---

#### INSTRUCTIONS TO STUDENT

1. This question paper consists of **ONE (1)** page with **FOUR (4)** Questions only.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

**QUESTION 1**

Currently Acer Inc. had some challenges in handling their channel members. Some of the channel members are underperforms with their task and some are overachieving. By using the **five (5)** types of channel power, help Acer Inc. in asserting power to increase cooperation among channel members.

(Total: 25 marks)

**QUESTION 2**

A good mission statement has three major characteristics, Identify the **three (3)** major characteristics of good mission statement and explain all major competitive spheres.

(Total: 25 marks)

**QUESTION 3**

You proposed to your manager of Chick-fil-A to implement Co-Branding in Malaysia. Define co-branding, and explain the **five (5)** types of co-branding that can be used by Chick-fil-A to invest and open their first franchise in Malaysia.

(Total: 25 marks)

**QUESTION 4**

As a marketing team that was assigned by Faculty of Business, draft a simple marketing plan of a new course for Faculty of Business that can be presented to Multimedia University Board of Directors.

(Total: 25 marks)

**End of Paper**